INM350SCC - TAEMIN KIM, PAGGIE HSU

BURGER MUNCH

ABOUT US

BURGER MUNCH

INTRODUCTION

At Burgermuch, our goal is simple: to provide excellent, economical, and quick meals that satisfy the taste buds of our consumers.

We think that great cuisine does not have to be difficult or expensive; it simply has to be prepared with care and delivered with a smile.

Whether you're looking for a fast snack on the move or a casual supper with friends, every burger at BURGERMUCH is designed to deliver delight and satisfaction with each mouthful.

MISSION: To serve delicious, affordable, and fast meals that bring joy to our customers taste buds.

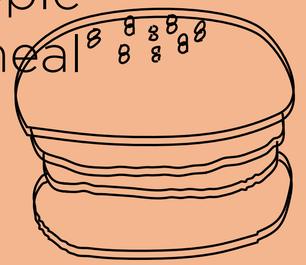
SIGNATURE DISH: The "Mega Munch Burger" – a mouthwatering combination of juicy beef patty, crispy bacon, cheddar cheese, and secret sauce. Active on social media platforms, regularly running promotions and giveaways to engage with the community.

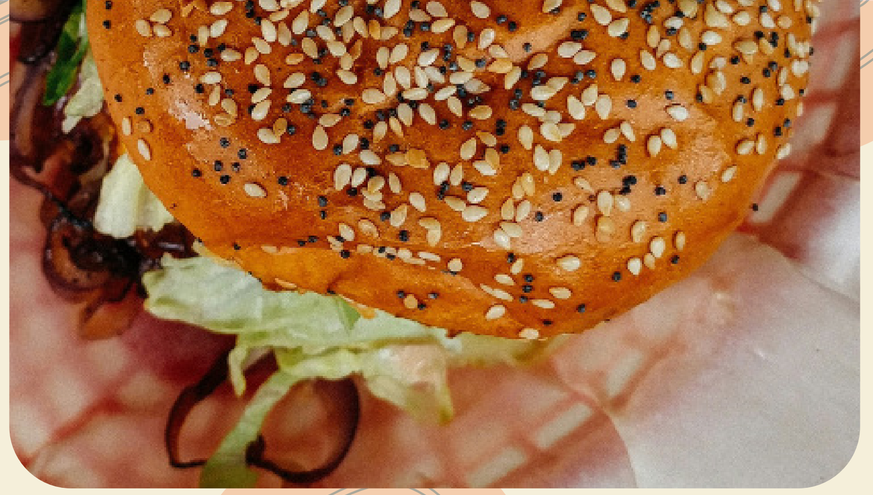
Specialty: Quick service with a smile, offering a variety of burger options,fries, and milkshakes.

BURGER MUNCH

APPROACH

- We want to focus on BurgerMunch's key values: fast service, fresh ingredients, and low prices.
- The commercial will use quick edits to show how fast the service is, bright visuals to highlight the affordable prices, and shots of burgers being made fresh.
- This approach will draw in busy people looking for a convenient and tasty meal at a good price.





LOOK

BURGER MUNCH

FEEL

BURGER MUNCH

LOOK & FEEL

BURGER MUNCH

Energetic Vibes - Creates a colorful atmosphere that reflects fun and joyful moments of people enjoying their burgers.

Bright & Natural Lighting - Enhancing the freshness of the ingredients, making the burger looks mouthwatering and tasty.

Warm Tones - Generate feelings of comfort and happiness, which nicely balance the food's deliciousness with BurgerMunch's welcoming atmosphere.

FRAMING

&

SHOOTING

BURGER

BURGER MUNCH

SHOOTING

In order to create a vibrant flow that highlights the speedy service and burger preparation, we use quick cuts and rapid transitions, which keeps the audience interested. In addition, combine a cinematic style with smooth transitions, longer shots, and close-ups of the food, using slow-motion effects to emphasize the deliciousness of each bite and the satisfaction on customers' faces.

Finally, we want to deliver an immersive visual experience that not only shows the quality and taste of our burgers but also gives a sense of craving, encouraging clients to indulge in the deliciousness we offer.

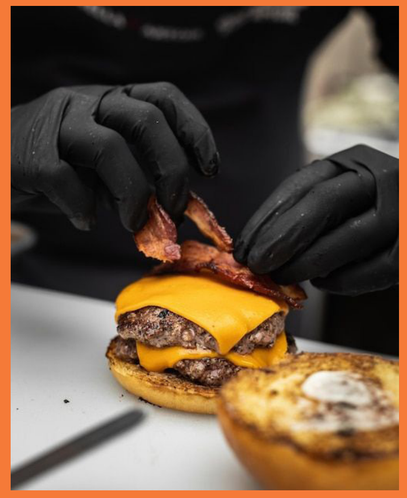
FRAMING

BURGER MUNCH

Close-Up shots: Shoot tight shots of the burgers, focusing on details like the juicy meat, melted cheese, and fresh toppings to emphasize the quality of the food, making it look delicious.

Top-Down Shots: Capture a bird's-eye view of people enjoying their burgers, fries, and milkshakes at a table. This offers a unique perspective of enjoying delicious food at BurgerMunch.

Medium Shots: Take a medium shot of someone taking a big bite of their burger, focusing on their satisfied expression. This highlights the pleasurable dining experience while bringing out the friendly and casual vibes.



EXAMPLES

https://www.youtube.com/results?search_query=burger+ads

https://www.youtube.com/watch?v=L5GQdVFGMBQ

BURGER MUNCH

EDITING

Speed & Energy

With each bite, this mouthwatering burger delivers a perfect blend of juicy flavors and premium ingredients guarantees a delightful experience!

Tasty & Satisfaction

This burger is a delightful combination of rich flavors and textures, leaving you feeling completely satisfied after every bite!

SOUNDS & MUSIC

BURGER MUNCH

Without any lyrics, the music in our video creates a lively and engaging atmosphere.

It blends the ambient noises of making hamburgers to create a sense of anticipation.

As the burger is bitten into, you can hear the crisp crunch of fresh lettuce accompanying the upbeat music, perfectly complementing the joyful atmosphere.

The soundtrack features catchy rhythms and playful melodies that elevate the excitement of each bite.

THANK YOU!

BY
TAEMIN KIM,
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